



# Future frontiers

Address to the Pulp and Paper Industry WHS Conference  
17 November 2011

By  
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A joint initiative of



Research to Action

## Strategic Approach



## Futures Initiative 2010: Aim

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***to identify possible health and safety, compensation and recovery futures within a wider context, and the knowledge needs for realising a preferred future,***

## Futures Studies Definition

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***“ The systematic study of possible, probable and preferable futures including the world views and myths that underlie each future ”***

*Sohail Inayatullah, 2002*

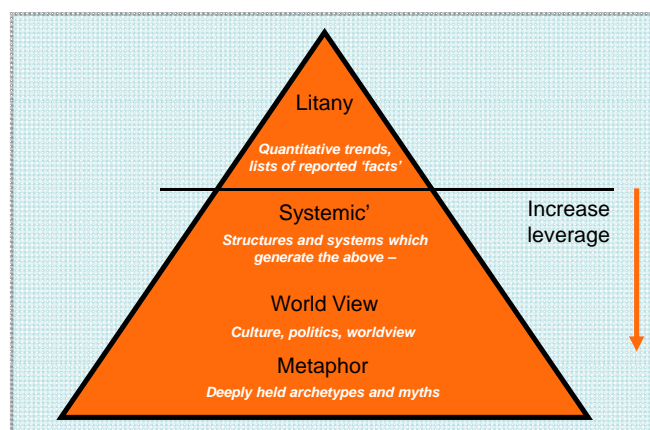
## Futures Studies Rationale

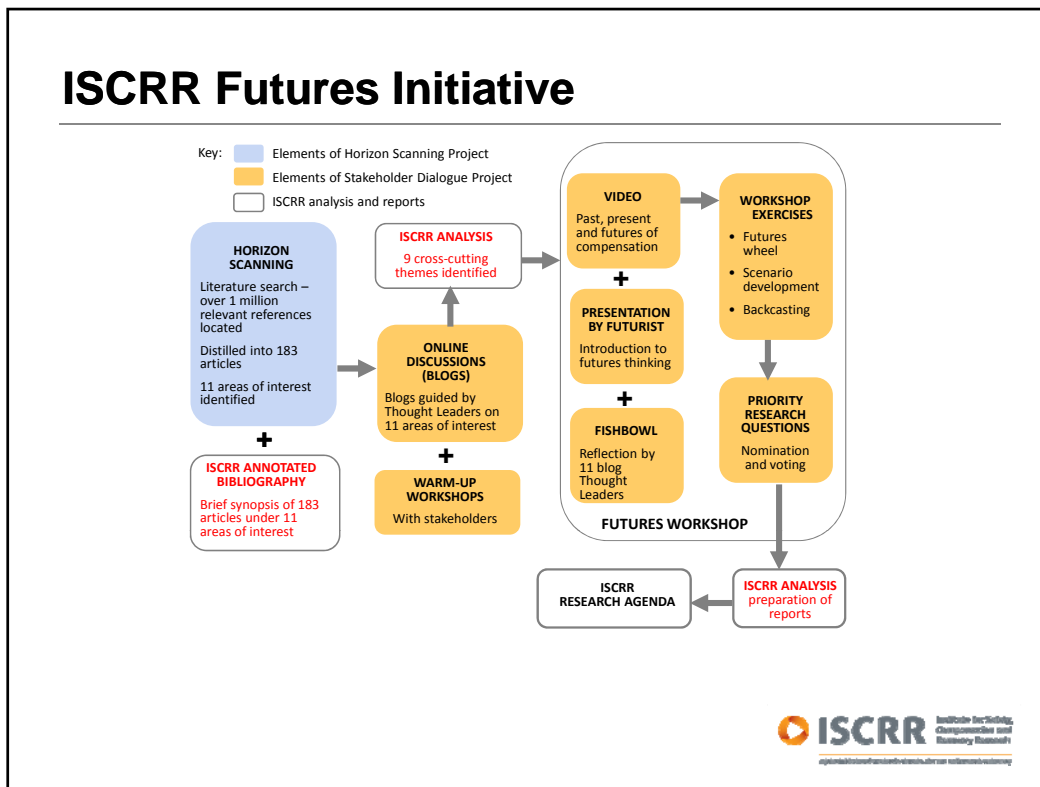


“...most decision makers at all levels simply want information that can justify their pre-understandings of past, present and future...”

Sohail Inayatullah, 1990

## Causal Layered Analysis





## Safety Metaphors and Theories 19th and 20th Centuries

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- ★ Modern safety theory arose in beginning of 20th century – ‘the second industrial revolution’
- ★ The Safety First Movement, 1906, US Steel: individual hypothesis

*Source: Swuste P, van Gulijk C, Zwaard W, Safety Science, 2010*



## Sydney Law School

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- ★ Study published in 2009 found that employers tended to have a view that OHS was a matter of managing individual safety behaviours
- ★ Follow up study presented at a conference in February 2011 reported regulators had a view that OHS was an organisational-wide matter for which managers were responsible

*Source: McCallum, Schofield, Reeve, Ninth National OHS Regulatory Research Colloquium, Feb 2011*

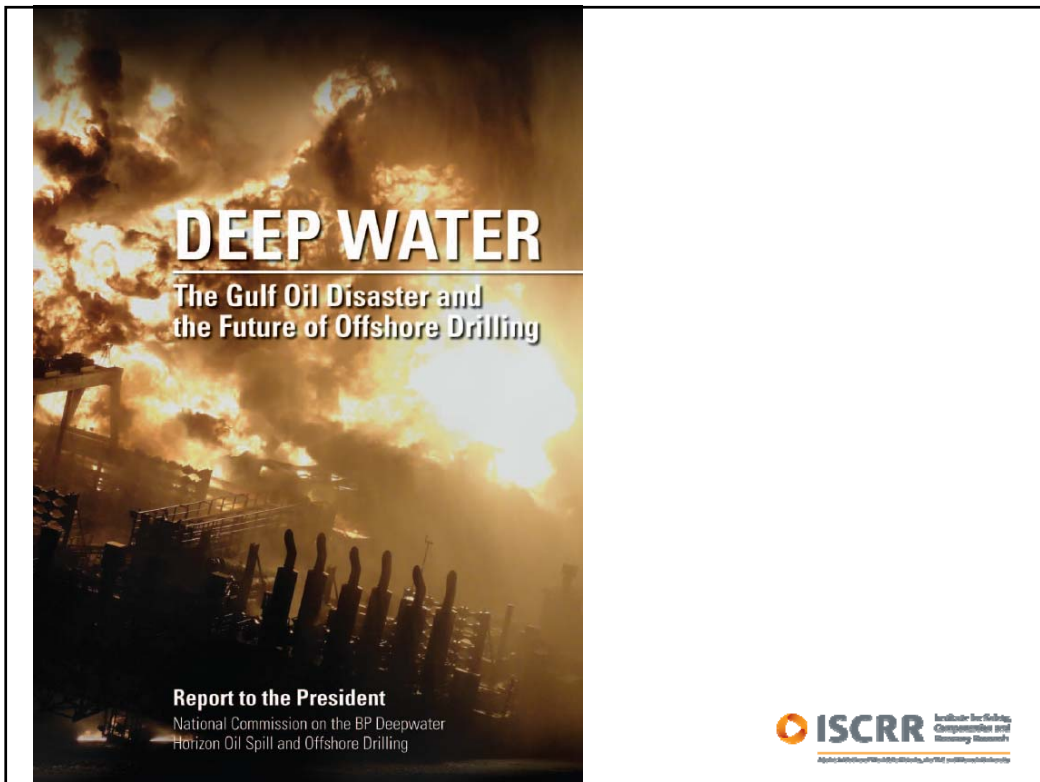


## ANU

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- ★ Model which describes relationship between responsive dialogue, participative structures, employer attitudes, safe practice routines and safety self-management
- ★ For negative safety cultures draws a distinction between '*disregard for safety*' and '*dismissive defiance*'

Professor Valerie Braithwaite, Ninth National OHS  
Regulatory Research  
Colloquium, Feb 2011



## Findings on BP Deepwater Horizon Oil Spill

- ★ Could have been prevented
- ★ Immediate causes identifiable
- ★ Process was at frontiers of experience, neither industry or government prepared for risks
- ★ Reform of regulatory oversight needed to ensure autonomy and technical expertise
- ★ Regulatory oversight not sufficient, need self-policing
- ★ Government must close gap, and industry must support rather than resist
- ★ Scientific knowledge inadequate

Source: National Commission on the BP Deepwater Horizon Oil Spill etc, Jan 2011




## Robert Owen (1771-1858) A Paternalistic Philanthropist



- ★ In the first industrial revolution the environmental hypothesis prevailed
- ★ Is the basis for modern-day CSR



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Steve Butcher  
February 9, 2010


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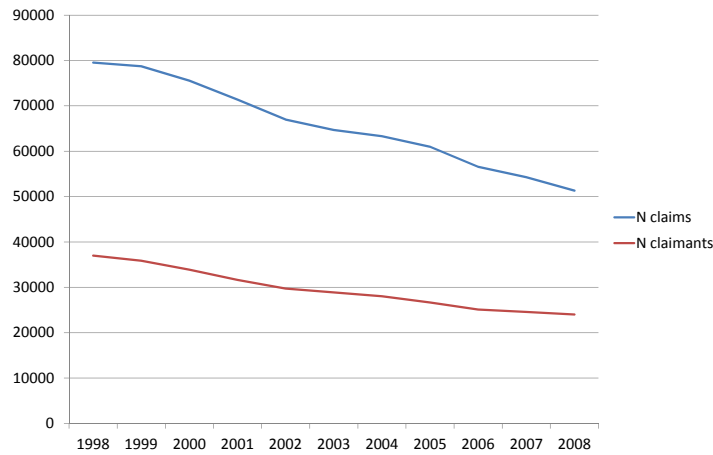


 **ISCRRI** Institute for Safety, Compensation and Recovery Research

## The Story so Far .....

- ★ Underlying metaphor in OHS for many employers is support for individual hypothesis
- ★ Need to understand worldviews better, and how they vary
- ★ Safety is a relatively new concept associated with the second industrial revolution, it replaced paternalistic philanthropy, an environmental hypothesis, the basis of occupational health and modern-day CSR

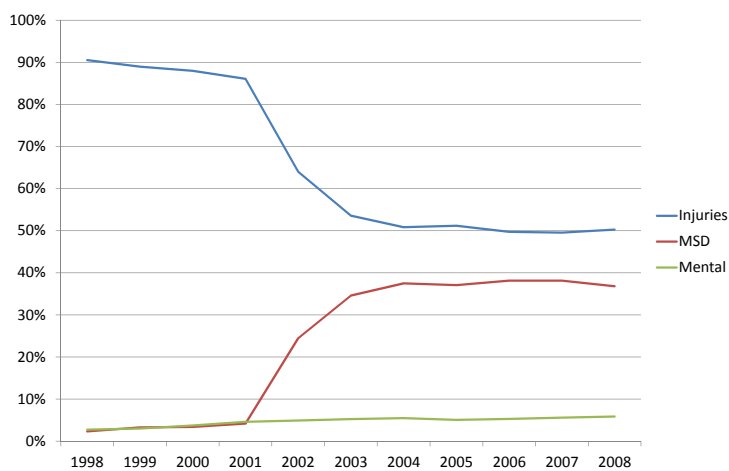
## New claims and claimants in Vic 1998 to 2008



Source: ISCRR, CRD, 2011



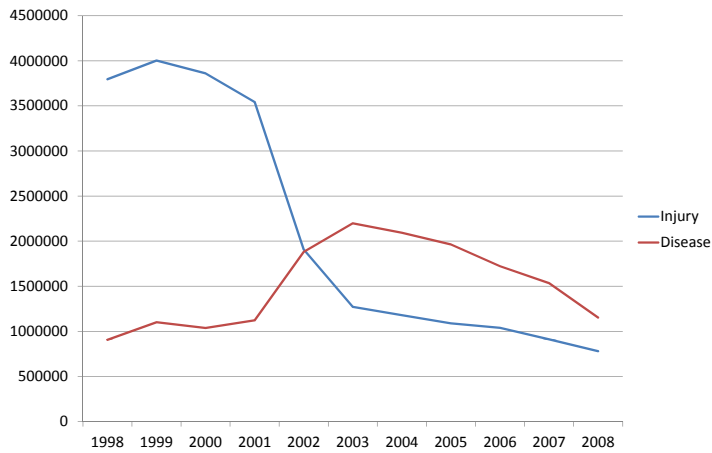
## MSD and Mental disease claims vs Injuries



Source: ISCRR, CRD, 2011



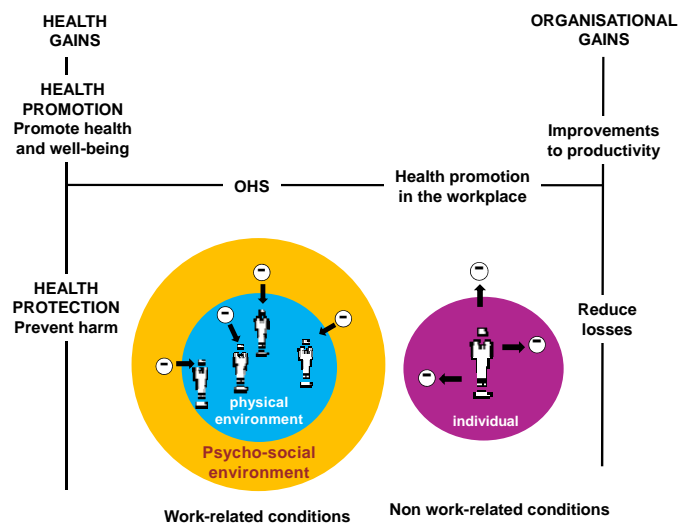
## Incapacity days

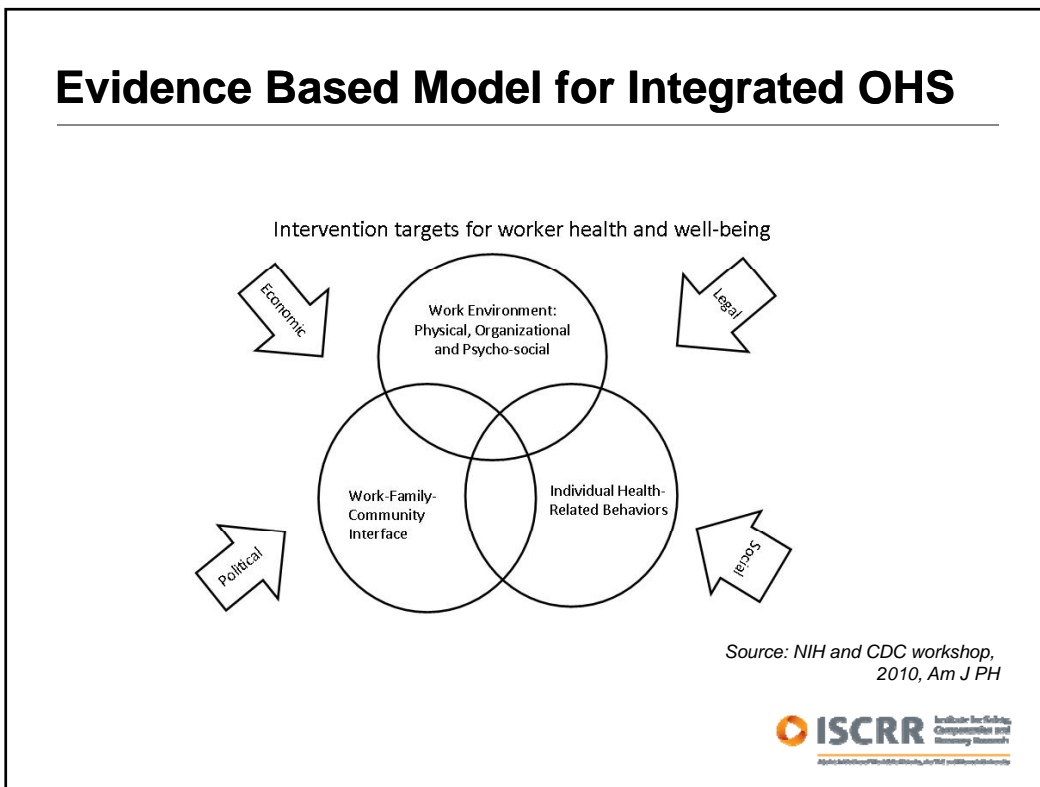
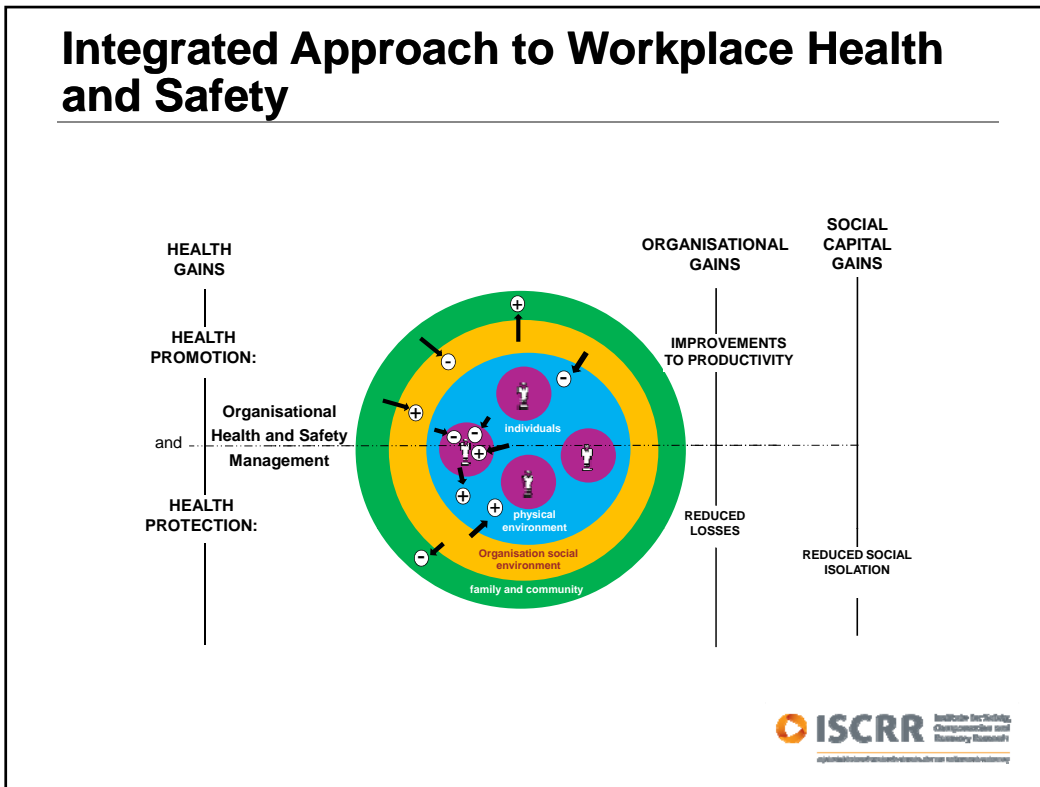


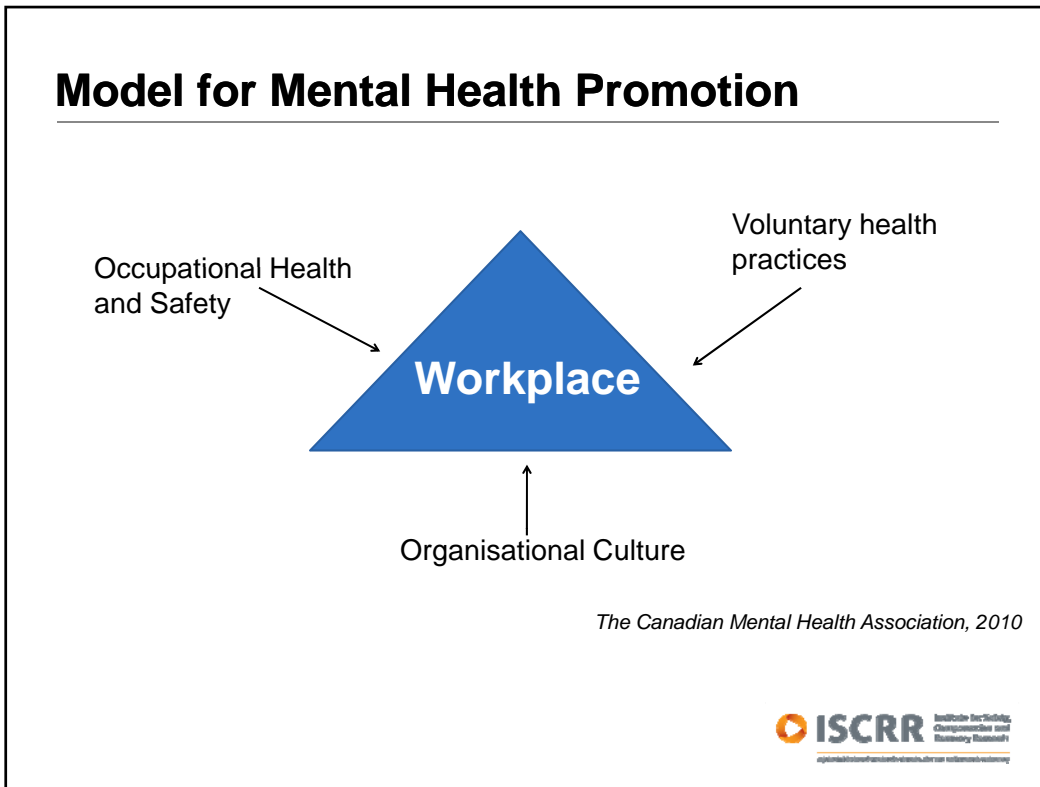
Source: ISCR, CRD, 2011



## Traditional OHS: injury prevention







## New Partnerships

<b>Boom</b>	
<ul style="list-style-type: none"> <li>★ Differentiate employers</li> <li>★ Social agenda dominates</li> <li>★ Co-ordination globally and cross government</li> <li>★ Science and technology</li> </ul>	<ul style="list-style-type: none"> <li>★ Competition for workforce</li> <li>★ Businesses add value</li> <li>★ New partners, local</li> <li>★ Greater transparency</li> <li>★ Businesses share knowledge</li> <li>★ Market driven</li> </ul>
<b>Government-led</b>	<b>Partnership-led</b>
<ul style="list-style-type: none"> <li>★ Services rationed – inequity</li> <li>★ Downstream/upstream</li> <li>★ Business agenda dominates</li> </ul>	<ul style="list-style-type: none"> <li>★ Innovation</li> </ul>
<b>Bust</b>	

**ISCR** Institute for Science, Competence and Research

## Community Partnership

preventable.ca JOIN THE COMMUNITY CONTACT US  Search

Before you think only other swimmers drown, have a word with yourself.  
preventable.ca

Preventable injuries are the #1 killer of British Columbians between the ages of 1 and 44. By changing our attitudes, together we can prevent these injuries.

**ISCRRC** Institute for Safety, Compensation and Recovery Research

## Conclusion

1. The rise of mental illness and chronic disease is having an impact on workplaces
2. To date OHS has focussed on injury prevention, the harm minimisation model deployed will not be sufficient for preventing illness and promoting health
3. Deeply held beliefs on individual vs environmental hypotheses need to be better understood

## Conclusion

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### 4. Future directions may include:

- Integrated models with voluntary and regulated components with a greater focus on prevention
- Diversity as the norm, equity as the challenge
- New partnerships, including different relationships between business and government
- New compact for workplace relations is an opportunity to de-medicalise
- Use of foresight techniques for identifying emerging risks
- Social innovation driving technology
- Use of implementation science and systems research to improve the effectiveness and efficiency of OHS interventions

## Futures Study Methodology

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“ *The image of a new future, while emergent, is pulled down by the weight of an industrial era.* ”

*Sohail Inayatullah, 2008*